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An Analysis of the Henderson Classic Car Roll In

VISITORS AND ECONOMICS

Authored by Brigid Tuck and Xinyi Qian



IN PARTNERSHIP WITH UNIVERSITY OF MINNESOTA SOUTHEAST REGIONAL SUSTAINABLE
DEVELOPMENT PARTNERSHIP AND THE UNIVERSITY OF MINNESOTA TOURISM CENTER

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EXECUTIVE SUMMARY: UNDERSTANDING HENDERSON'S CLASSIC CAR ROLL IN

The Henderson Classic Car Roll In is a weekly summer event when automobile enthusiasts park their classic cars and socialize along Henderson's historic Main Street. Henderson is a small town (population 890) located within the scenic bluffs of the Minnesota River valley. Roll In attendance has grown, not only in the number of participating car owners, but also in the number of participating Henderson citizens, motorcyclists, and regional visitors. Between 250 and 400 plus cars are part of the event each week.

Since 2010, a small committee of local citizens has planned and implemented the weekly event. Growth has been exponential, and with growth comes opportunity. The Roll In committee, under the umbrella of the Chamber, is interested in better understanding how to keep this event highly successful and sustainable while also meeting budget needs, continuing to build community support, and providing an enjoyable experience. To gain a deeper understanding, the Roll In committee successfully applied for a grant from the University of Minnesota Southeast Regional Sustainable Development Partnership to conduct a survey of Roll In attendees and a survey of Henderson businesses and Roll In vendors. Roll In attendees were surveyed between June 6 and July 19, 2016. The survey yielded 368 useable responses. Businesses and vendors were surveyed in August and September 2016 with 13 useable responses.

Major findings from the survey include:

The Henderson Classic Car Roll In is successful, with a dedicated attendee base

Overall, both the Roll In attendee and the Henderson business and vendor surveys indicated a high level of satisfaction with the event. Ninety-five percent of attendees and 92 percent of businesses and vendors indicated being satisfied with the event.

The event's success is also highlighted in other survey responses. Ninety-four percent of the 2016 respondents had attended the event in 2015, indicating people return year after year. On average, attendees have come to the Roll In for three years. While there, they stay an average of three hours per evening.

This satisfaction has fed the event's growth. Word of mouth is the most common way attendees became aware of the event and 86 percent of attendees reported hearing about the event from another person.

Classic car owners are the target market, but spectators and motorcycle owners are critical, too

The Roll In obviously targets classic car owners. However, survey responses point to the importance of spectators and motorcycle owners as part of the event's success as well. Car owners comprise approximately two of every three attendees. One of every four attendees is a spectator there to enjoy the sights, sounds, and tastes of Henderson.



This dynamic plays out in the reasons people attend and the aspects of the event attendees enjoy. Viewing cars was the most commonly selected reason for attending the event, with over 100 more selections than the next most common reason (showing off my vehicle).

Attendees most commonly selected “cars/vehicle” as the aspect of the event they enjoyed the most. However, “atmosphere” was the second most commonly selected. Atmosphere includes a variety of factors, including the Historic Main Street, the crowds, and the business and vendor mix. “Food and beverage” was also important to attendees.

The Roll In is instrumental in raising awareness of Henderson and its attractions

Many communities host festivals and events to promote awareness of their community. The Roll In appears to successfully increase awareness of both Henderson and its attractions.

Three-quarters of attendees have visited Henderson at a time other than during the Roll In. This is critical, as people are finding purpose to visit the community. One respondent said, “If it wasn’t for the show I would not have been stopping to look at this town.”

The Roll In is also driving awareness of other events, especially Sauerkraut Days. Most respondents (86 percent) were aware of the event. Sauerkraut Days occurs during Roll In season and is heavily advertised. It also appears the advertising is effective.

The Roll In adds to Henderson’s economy

Evidence shows the Roll In contributes to Henderson’s economy. Businesses and vendors overwhelmingly believe the Roll In is a positive event for the community. The majority of businesses and vendors (55 percent) reported increased sales due to the event. On average, each business and vendor reported \$275 in sales during Roll In evenings.

Each attendee, on average, spent \$17.23. In 2016, this translated into an estimated \$121,500 of total spending in the community. Several Roll In nights in 2016 were affected by poor weather, however, which impacted total spending.

Opportunities exist for minor improvements to the experience

With all events, there are opportunities for potential improvements. These are items and ideas the Roll In committee may wish to consider in future planning. Areas for potential improvement include the vendor experience, parking and traffic control, outdoor eating and bathrooms, event marketing and increasing attendance, and continued investment in Main Street.



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PROJECT BACKGROUND

The Henderson Classic Car Roll In is a weekly event when automobile enthusiasts park their classic cars and socialize along Henderson's historic Main Street. The event is held on Tuesday nights from mid-May until mid-September. Henderson is a small town (population 890) located within the scenic bluffs of the Minnesota River valley in southern Minnesota. Roll In attendance has grown not only in participation by car owners, but also in the number of participating Henderson residents, motorcyclists, and regional visitors. Between 250 and 400 plus cars are part of the Roll In each week, with 1,000 to 2,000 people attending.

Current and past city leaders have made critical investments and improvements to Henderson's Historic Main Street. These efforts are increasing tourism as a major component of the local economy and help keep Main Street businesses vibrant. Henderson has recently undergone a comprehensive planning process that identified increasing tourism opportunities as an important goal for long-term economic sustainability of the city. The Roll In is one of many tourism-related events Henderson hosts every year.

Since 2010, a small committee of local citizens has planned and implemented the weekly event. Growth has been exponential, and with growth comes opportunity. The Roll In committee, under the umbrella of the Chamber, is interested in better understanding how to keep this event highly successful and sustainable while also meeting budget needs, continuing to build community support, and providing an enjoyable experience. The Roll In committee believes that, by sustaining the Roll In into future years, its success will increase awareness of other city events and the many amenities the area offers.

To gain deeper understanding of the event, the Roll In committee successfully applied for a grant from the University of Minnesota Southeast Regional Sustainable Development Partnership (SE RSDP) to conduct a survey of Roll In attendees and a survey of Henderson businesses and Roll In vendors. The goal of the surveys was to provide the Roll In committee with an opportunity to learn more about the event's attendees and economic benefit, as well as receive feedback from attendees.

With funding from the SE RSDP, the Roll In committee received assistance from University of Minnesota Extension's community economics team and Tourism Center. Staff from both program areas helped draft the questionnaires, implement the surveys, and analyze the results. This report highlights the subsequent findings.

SURVEY PROCEDURES

This project involved two surveys. One targeted Roll In attendees and the other targeted Henderson businesses and Roll In vendors.

The Roll In attendee survey launched on June 6, 2016. The Roll In itself began in mid-May. Survey deployment was intentionally set for two weeks after the first Roll In of the year, allowing the Roll In to establish itself before the survey began. The goal was to collect 400 surveys.¹ Surveying ended on July 19, 2016.

On June 6, the Roll In committee sent their email list an invitation to participate. The list included everyone who had previously registered with the Roll In. All attendees are encouraged to register

¹ The goal of 400 surveys was based on a population size of 1,000 with a goal of a 95 percent confidence level and a 3 percent sampling error (Dillman, D. & Salant, P. (1994). *How to conduct your own survey*. New York: John Wiley & Sons, Inc.

weekly, making them eligible for drawings and door prizes. The Roll In committee also posted survey notices on its social media accounts. Additionally, Roll In committee members distributed flyers announcing the survey to those registering for and attending the event in the first two weeks of the survey period.

To supplement online survey responses, Extension staff also conducted intercept surveys. On June 21 and July 19, two staff members attended the Roll In. Using established survey methods, staff approached attendees and asked them to complete the survey using paper and pencil.

In total, 432 surveys were collected. After analyzing the data, there were 368 complete, useable responses from the attendee survey.

The Roll In vendor and Henderson business survey launched on August 5, 2016. A postcard was mailed to all Main Street businesses on that date. A follow-up postcard was mailed two weeks later. Extension staff also attended a Henderson Chamber meeting promoting survey participation and stopped into various Henderson businesses to personally encourage participation. The Roll In committee sent invitations to Roll In vendors. In total, 13 businesses and vendors participated. The Henderson business list had 23 names; however, not all are involved in the Roll In (the post office, for example). The vendor list had 11 names.

VISITOR PROFILE

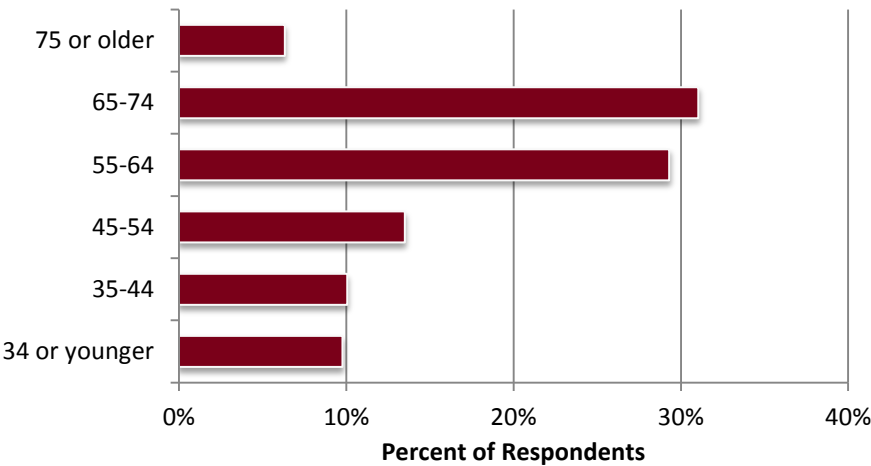
A primary goal of the Henderson Classic Car Roll In committee was to learn more about attendees and their experience with the event. This goal was reached through the results of the attendee survey.

Demographics

Demographics provide insight into the attendee composition. A clear understanding of demographics can assist the committee in targeted marketing and tourism attraction strategies.

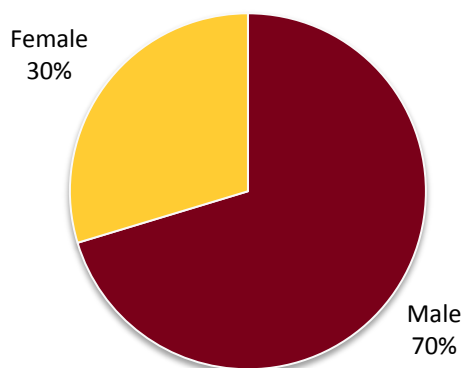
The Roll In attracts attendees across a wide age distribution (Chart 1) but skews slightly older. The average age of an attendee is 58 years old. Of all attendees, 60 percent fell into the 55 to 74 year old category.

Chart 1: Age Distribution of Henderson Classic Car Roll In Attendees, n = 348



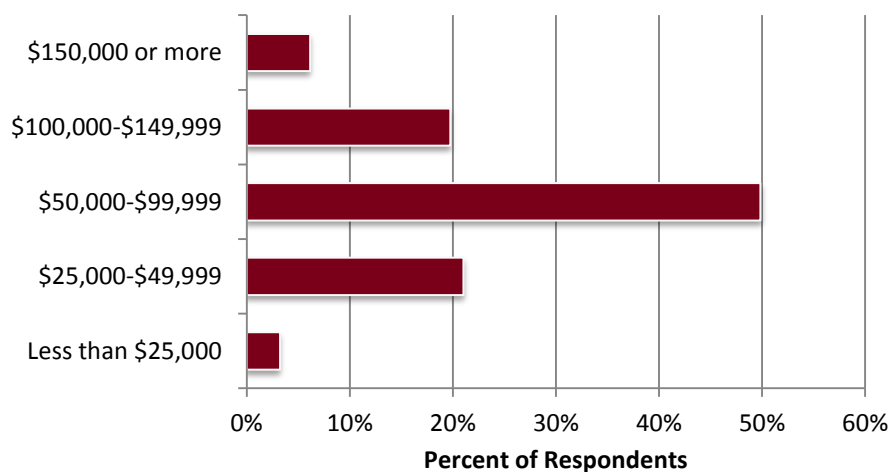
Roll In attendees were more likely to be male (Chart 2). Of the respondents, 70 percent reported being male and 30 percent female. The role of the attendee is different by gender. For females, 47 percent reported being car owners and 49 percent reported being spectators. For males, 68 percent reported being a car owner and 23 percent reported being spectators.

Chart 2: Gender of Henderson Classic Car Roll In Attendees, n = 349



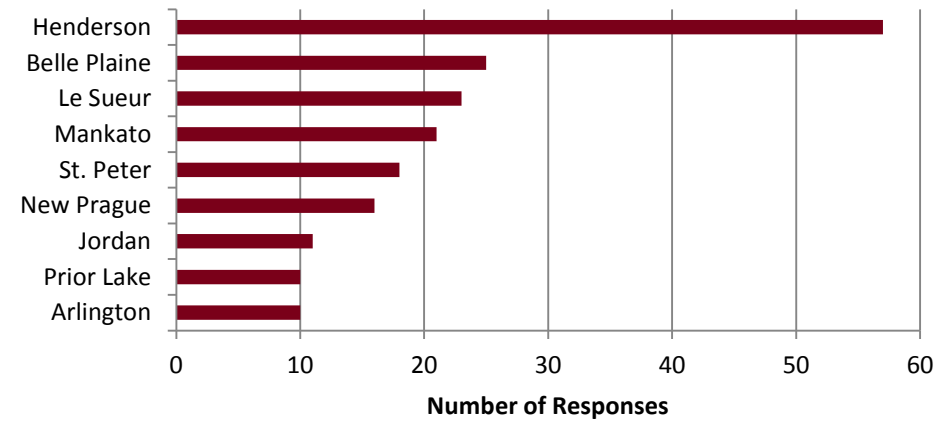
Roll In attendees tend to have moderate household incomes. Half of respondents reported household incomes of \$50,000 to \$99,999 (Chart 3). About 20 percent each fell into the \$25,000 to \$49,999 and \$100,000 to \$149,999 categories. The median household income in Sibley County (home to Henderson) was \$56,300 in 2014 (United States Census).

Chart 3: Household Income Distribution of Henderson Classic Car Roll In Attendees, n = 309



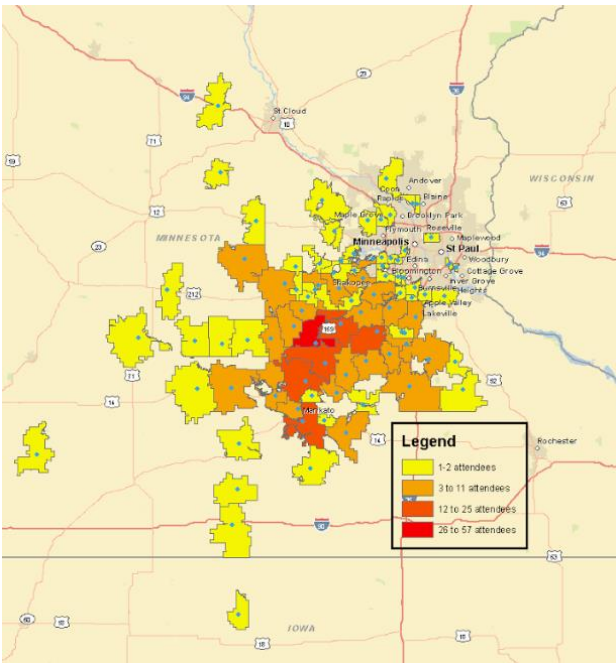
In all, 374 respondents provided their zip codes. The most common zip code was for Henderson. Fifty-seven people (15 percent of respondents) with a Henderson zip code completed the survey (Chart 4). Not surprisingly, neighboring communities were also commonly represented, Belle Plaine and Le Sueur in particular. The Roll In also drew a good crowd from the Mankato area, with over 20 responses.

Chart 4: Nine Most Commonly Reported Zip Codes, Henderson Classic Car Roll In Attendees



While Chart 4 provides insight into the most common zip codes for Roll In attendees, the distribution of zip codes is actually quite scattered (Map 1). The Roll In drew from a wide radius around Henderson. It also drew attendees from near St. Cloud, from Iowa, and from Greater Minnesota.

Map 1: Home Zip Codes of Henderson Classic Car Roll In Attendees, n = 368

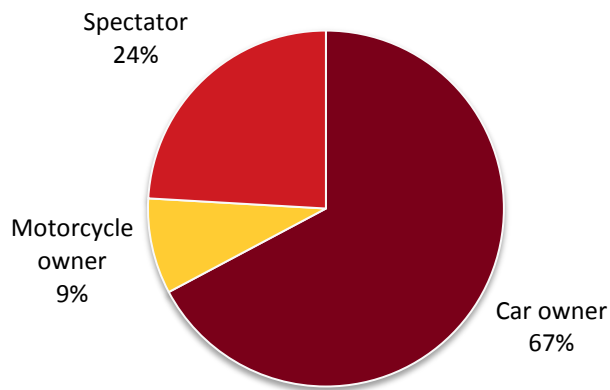


Visitation

Visitation results provide insight into why people attended the Roll In, how long they stayed, and how they learned of the event. These insights can also be helpful for marketing and future event improvements.

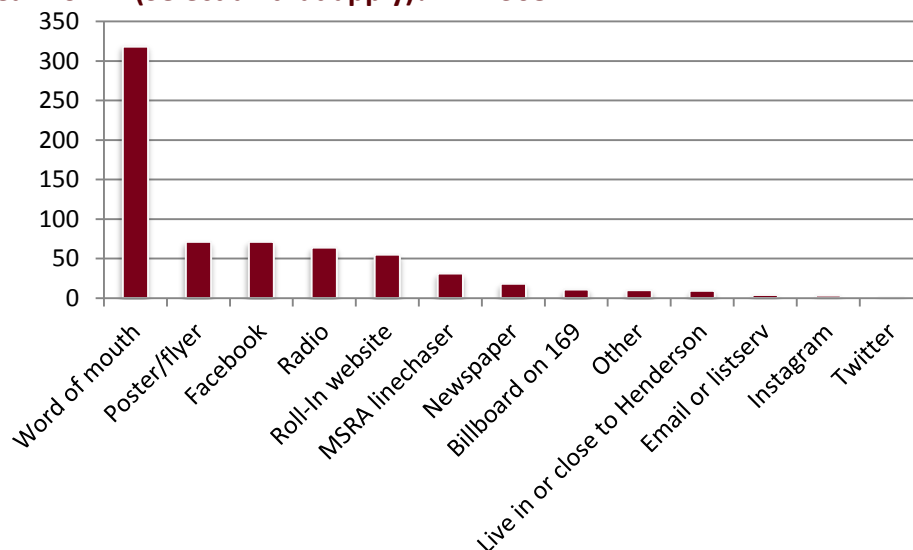
Not surprisingly, the majority of attendees responding to the survey (67 percent) owned a classic car (Chart 5). However, nearly one-quarter of attendees were spectators enjoying the show. Nine percent

Chart 5: Type of Henderson Classic Car Roll In Attendee, n = 357



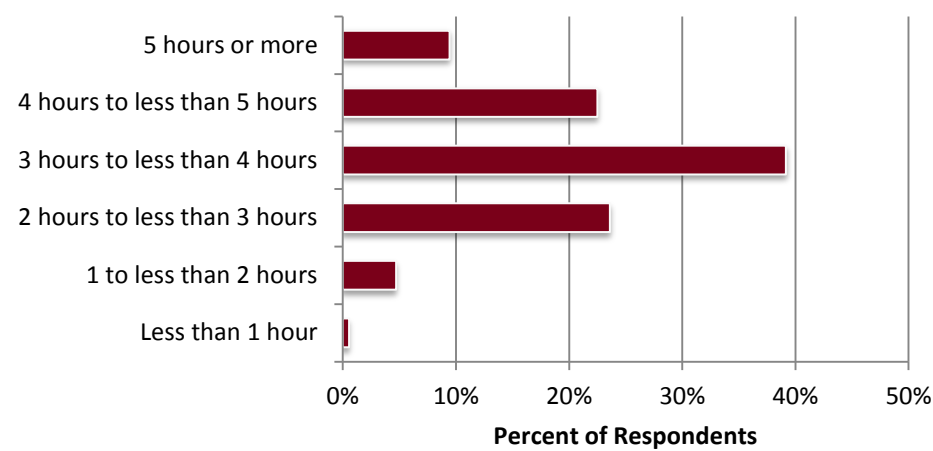
of respondents were motorcycle owners. By far, word of mouth is the strongest driver of Roll In awareness, with 318 respondents citing it as the way they heard of the event (Chart 6). Other common methods for reaching attendees included posters/flyers (71 people), Facebook (71 people), and the radio (64 people).

Chart 6: How Did You Hear About the Henderson Classic Car Roll In (Select all that apply)? n = 368



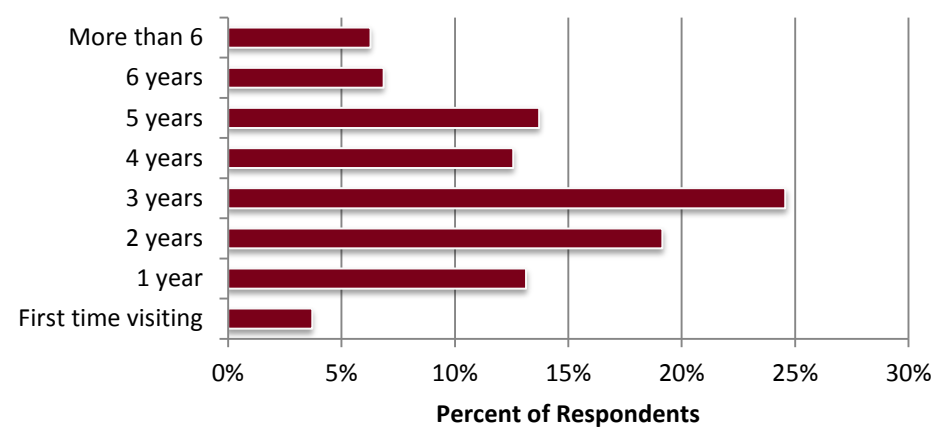
On average, a Roll In attendee spent three hours at the event. Nearly 40 percent of respondents indicated they stayed between three and four hours (Chart 7). A sizeable share of attendees stayed two to three hours (24 percent) or four to five hours (23 percent). Less than 6 percent of attendees stayed less than two hours.

Chart 7: Length of Stay at Henderson Classic Car Roll In by Attendees, n = 360



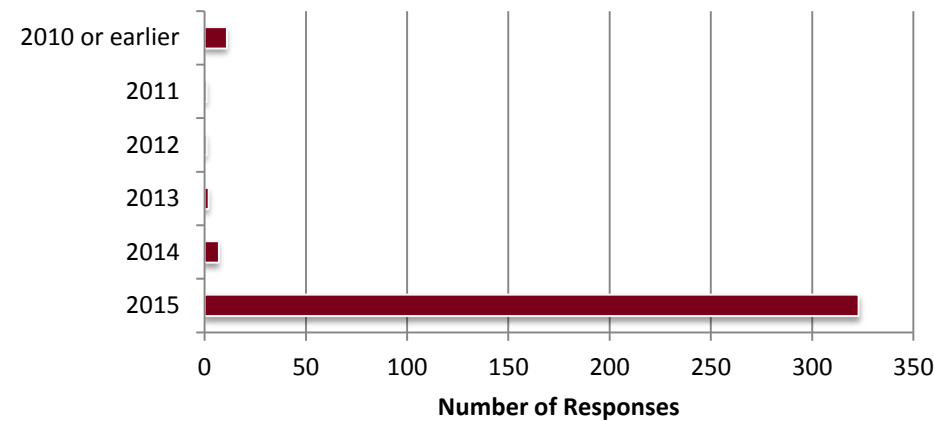
Since its inception, the Roll In has drawn and kept visitors. On average, Roll In attendees have been coming to the event for three years. Nearly one-quarter of attendees reported the 2016 Roll In was their third year of attending (Chart 8). There was a wide distribution, however, of the number of years attending.

Chart 8: Distribution of Number of Years Attending Henderson Classic Car Roll In, n = 350



The Roll In is also attracting repeat visitors. Nearly all (94 percent) of respondents had also attended the Roll In in 2015 (Chart 9).

Chart 9: Distribution of Year of Last Attendance, Henderson Classic Car Roll In, n = 345

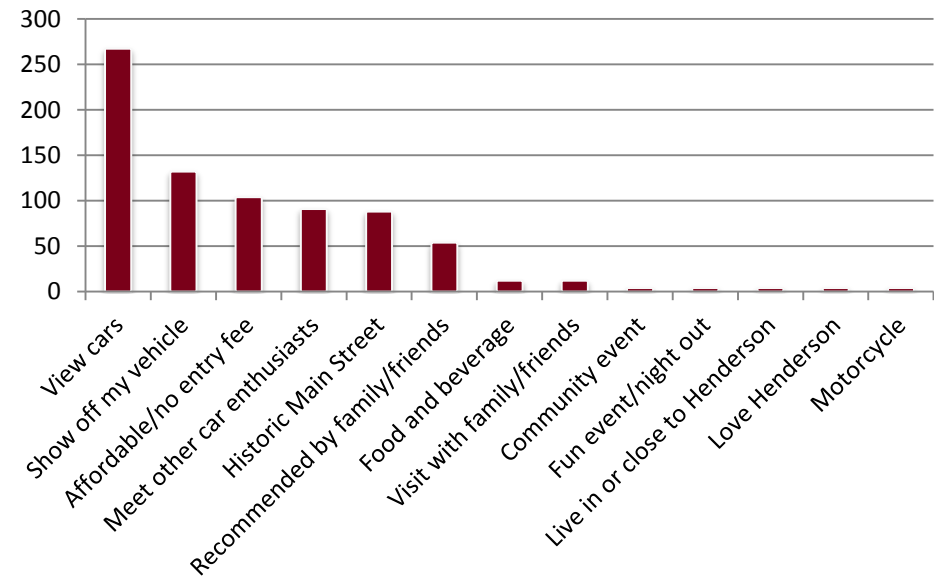


Trip Purpose and Distance

Trip purpose explains the reasons why attendees chose to visit the Henderson Classic Car Roll In. A clear understanding of trip purpose can help determine potential ideas for expanding the event’s appeal.

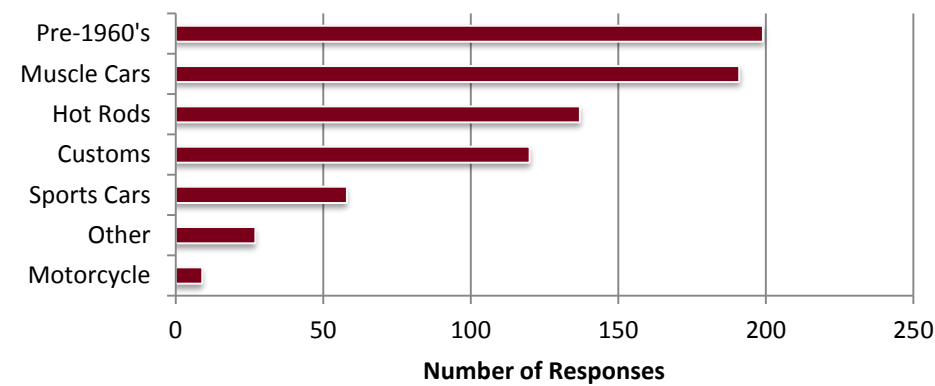
Viewing cars (267), showing off a vehicle (132), and affordability (104) were three most commonly selected reasons for attending the Roll In (Chart 10). Meeting other car enthusiasts and enjoying Historic Main Street received nearly the same number of selections as affordability.

Chart 10: Primary Reasons for Attending the Henderson Classic Car Roll-In, Select Two, n = 368



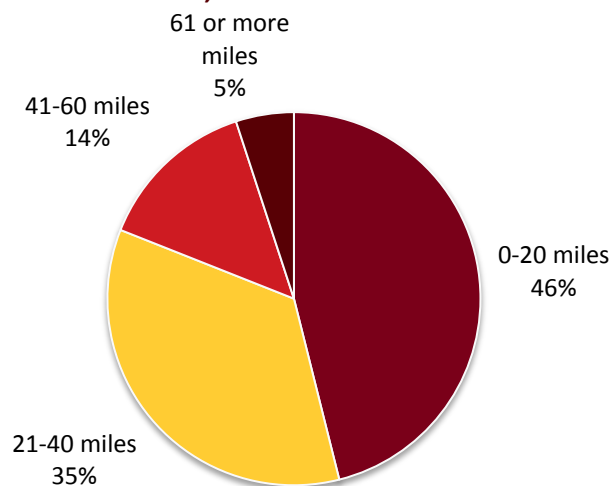
Roll In attendees expressed an interest in pre-1960's cars (199) and muscle cars (191). Hot rods (137), customs (120), sports cars (58), and motorcycles (9) also made the list (Chart 11). The “other” category included several other types of cars included on the survey, but each received less than four selections.

**Chart 11: Distribution of Favorite Type of Vehicle,
Henderson Classic Car Roll In Attendees, Select Two, n =
368**



Most Roll In attendees (81 percent) live within 40 miles of Henderson (Chart 12). Specifically, 46 percent traveled less than 20 miles to attend, and an additional 35 percent traveled between 21 and 40 miles. The event does attract people from further distances, however, with 5 percent of attendees traveling more than 60 miles (or roughly an hour).

**Chart 12: Distribution of Travel Distance, Henderson
Classic Car Roll In Attendees, n = 358**

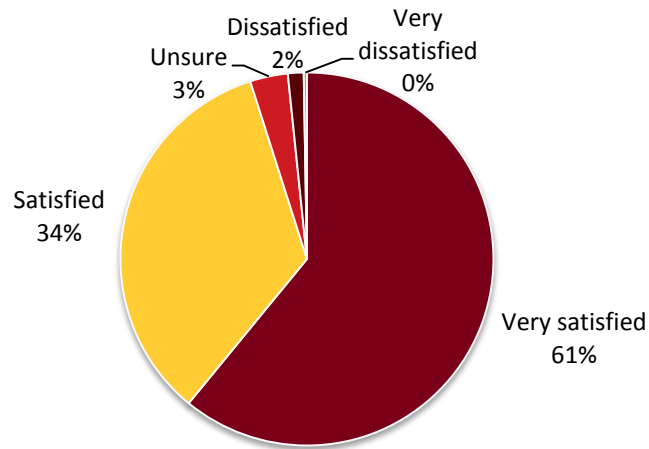


Satisfaction

Roll In attendee satisfaction is critical to the future success of the event. Satisfied attendees are likely to return. Identifying areas of lower satisfaction is also a way to determine areas for improvement.

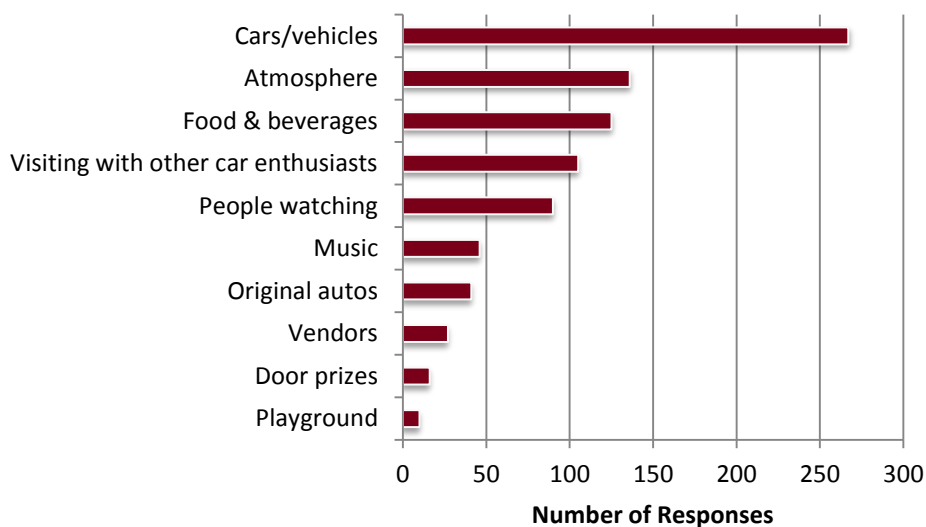
Overall, Roll In attendees are highly satisfied with the event. Ninety-five percent of respondents indicated they were “very satisfied” or “satisfied” (Chart 13).

Chart 13: Attendee Satisfaction with the Henderson Classic Car Roll In, n = 366



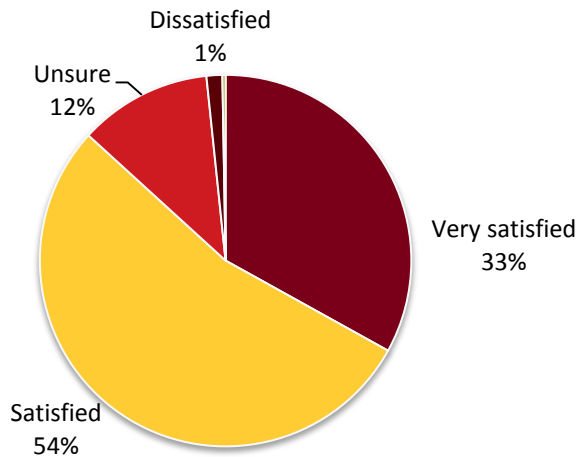
Roll In attendees enjoyed a variety of the event’s aspects. Respondents most commonly selected cars/vehicles (267) as the most enjoyable aspect of the Roll In (Chart 14). Atmosphere (136) and food and beverage (125) round out the top three aspects.

Chart 14: Distribution of Most Enjoyed Aspect of the Henderson Classic Car Roll In, Select Two, n = 368



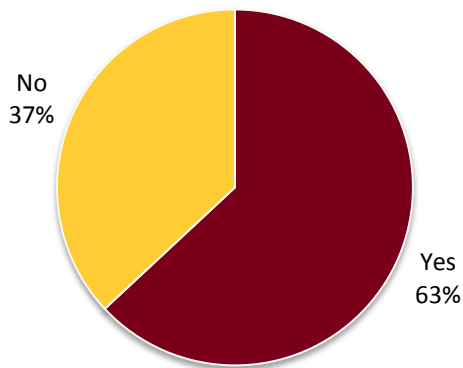
In general, Roll In attendees were satisfied with current music offerings. Eighty-seven percent of respondents are either very satisfied or satisfied with the music (Chart 15). Twelve percent were unsure. Only 1 percent of attendees were dissatisfied.

Chart 15: Attendee Satisfaction with Music, Henderson Classic Car Roll In, n = 363



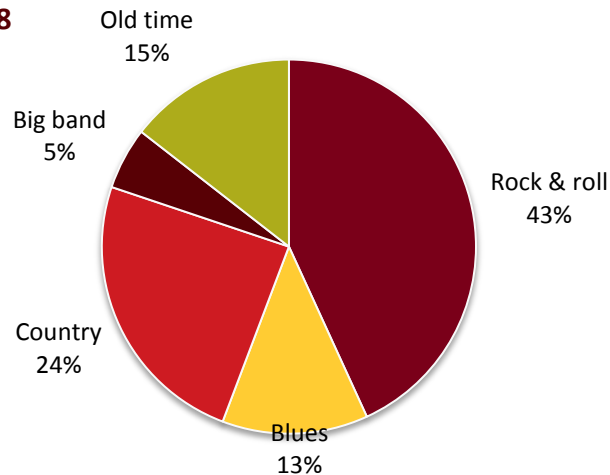
Roll In attendees revealed a preference for live music (Chart 16). Sixty-three percent of respondents (or nearly 2 out of every 3) indicated they would like to have live music at the event.

Chart 16: Desire for Live Music, Henderson Classic Car Roll In Attendees, n = 360



Rock and roll is the most preferred type of potential live music, receiving 43 percent of responses (Chart 17). Country received the second most (24 percent), followed by old time (15 percent) and blues (13 percent).

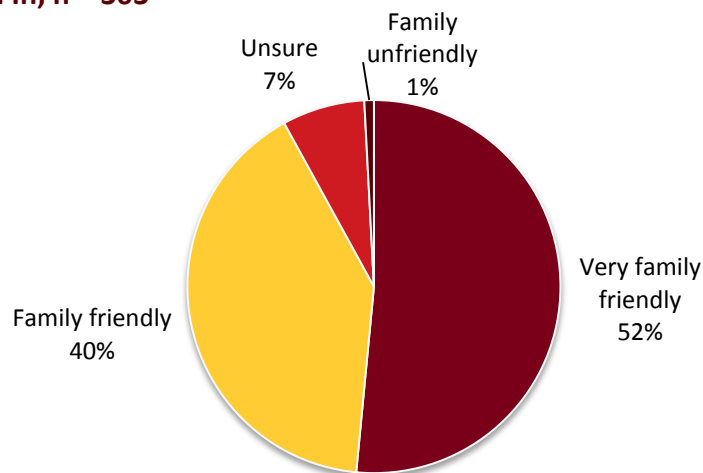
Chart 17: Distribution of Preferences for Live Music, Henderson Classic Car Roll In Attendees, Select All That Apply, n = 368



Families and Safety

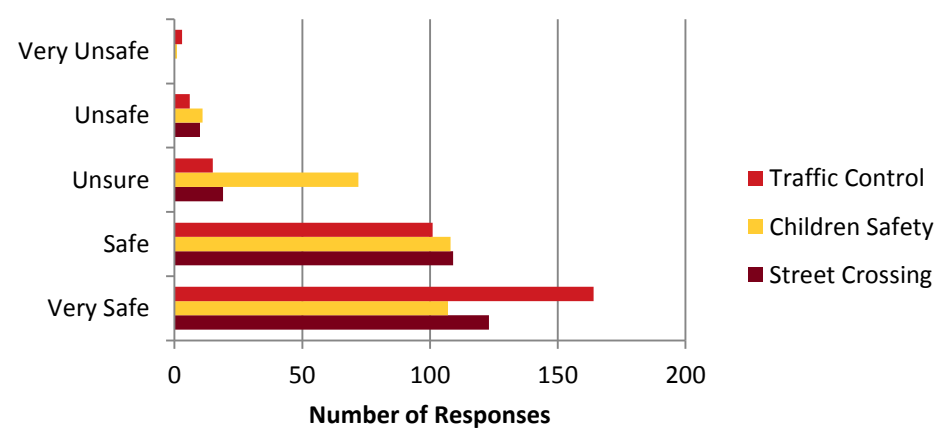
Overall, Roll In attendees felt the event was family friendly. Ninety-two percent of respondents found the event “very family friendly” or “family friendly” (Chart 18). Seven percent of respondents were “unsure.” Since the respondents skew slightly older, it is possible a significant share of respondents did not bring children to the event and therefore could not speak to this aspect of it.

Chart 18: Family Friendliness of the Henderson Classic Car Roll In, n = 363



Highway 19, an east-west trucking route, goes through downtown Henderson. Traffic control and street crossing have always been a concern. Overall, Roll In attendees reported feeling comfortable with the safety of street crossing and traffic control, with fewer than 10 respondents reporting feeling unsafe (Chart 19). Respondents also felt comfortable with child safety. As with the previous question, there were quite a few people who responded “unsure,” but again, perhaps this was because they did not attend with children.

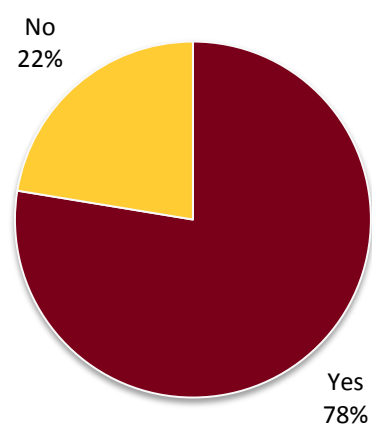
Chart 19: Perceptions of Safety, Henderson Classic Car Roll In Attendees, n = 368



Awareness of Henderson and Attractions

The Roll In is helping to raise general awareness of Henderson and its attractions. Over three-fourths of respondents indicated they had visited Henderson at a time other than the Roll In (Chart 20). Removing the respondents from Henderson and the two closest neighboring cities (Le Sueur and Belle Plaine) did not significantly change these results, without those cities, the ratio was 71 percent “yes” to 29 percent “no.”

Chart 20: Attendees Visiting Henderson When There is Not a Classic Car Roll In, n = 366

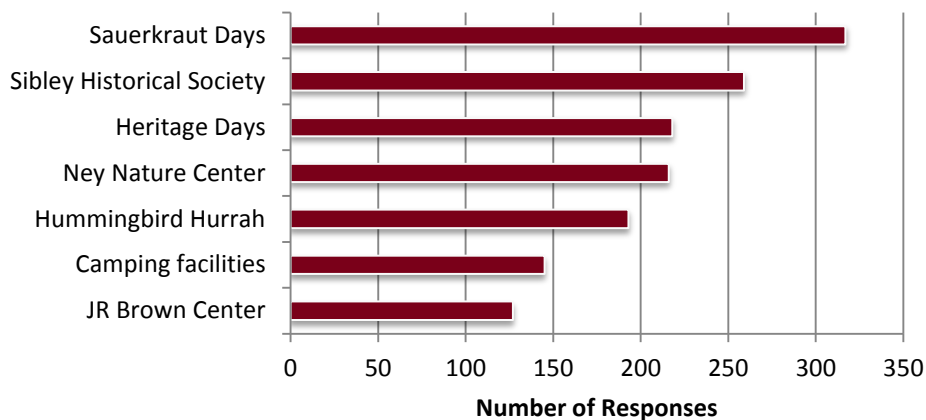


The open-ended responses to the survey supported this point. One person wrote, “I’m happy this town likes the Roll In. I have such a good time. I have checked out some stores over the years and

bought things. If it wasn't for the show I would not have been stopping to look at this town other than if I drive through because I took a different route. Keep up the good work guys."

The Roll In may also be driving awareness of other Henderson area attractions (Chart 21). Three hundred seventeen respondents were aware of Sauerkraut Days, followed by the Sibley County Historical Society (259) and Heritage Days (218). Sauerkraut Days is held during the same time as the Roll In and is advertised at the event.

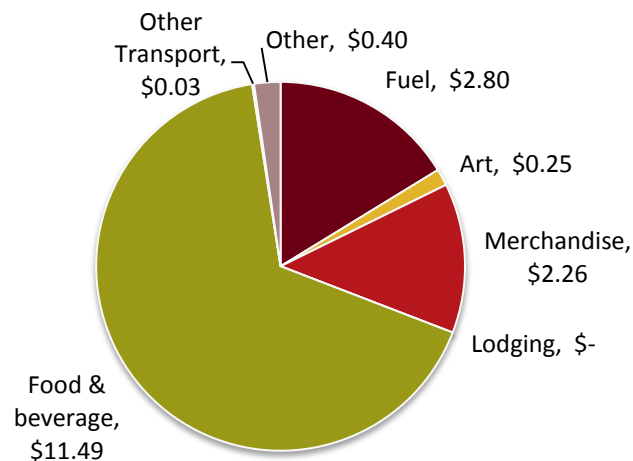
Chart 21: Henderson Classic Car Roll In Attendee Awareness of Other Henderson Attractions, n = 368



Spending

On average, each Roll In attendee spent \$17.23 while at the event. Not surprisingly, food and beverage was the largest expenditure at \$11.49 (Chart 22). Other expenses included fuel, merchandise, and art.

Chart 22: Distribution of Expenditures Per Person, Henderson Classic Car Roll In Attendees, n = 368



Suggestions for Improvement

As with all events, there are opportunities to improve the Roll In. Respondents were given the opportunity to submit ideas for doing so. Their responses were tabulated by grouping similar thoughts and suggestions together and tallying them (Table 1). Favorably, 39 respondents gave a suggestion along the lines of “great job,” “great experience,” and “don’t change a thing.” Commonly mentioned areas for improvement included a greater number and diversity of food vendors, more parking, especially on Main Street, and more space for sitting and eating, particularly near food vendors.

Table 1: Suggestions for Improving the Roll In? (Most common responses)

General Category	Number of Mentions
Great job/great experience	39
Food – need more vendors	13
Parking – more spaces, especially on Main Street	13
Picnic tables/outdoor spaces needed for attendees/food vendors	9
Bathrooms – access and quality	8
Cars – fewer or no new models	8
Traffic control – hard for pedestrians when crowded, especially strollers/handicap	7
Traffic control – be better	6
Motorcycles – control the number/limit to certain areas	5
Music – like the live music	5
Traffic control – direct street crossing	5

In reviewing the Roll In surveys, certain responses stood out as a good summary of the responses. Table 2 highlights several outstanding quotes. They highlight successes of the event (e.g. attracting people to Henderson) and some opportunities for improvement. For example, the second quote emphasizes parking concerns. Quote three indicates there might be room for better communication about the start time of the event.

Table 2: Quotes – Suggestions for Improving

1	“This is a compliment. I’m happy this town likes the roll in. I have such a good time. I have checked out some stores over the years and bought things. If it wasn’t for the show I would not have been stopping to look at this town other than if I drive through because I took a different route. Keep up the good work guys.”
2	“Your effort in parking has really diminished in the last couple years. Non classic cars and large empty spaces liter (sic) the normal parking areas. It’s like you don’t care if we have to walk 1/4 mile and park our cars on the Dam out of sight of the show. Get it fixed or I’ll quit attending.”
3	“Your website says registration starts at 5pm. I arrived at 5:15 and all the reserved for show cars spots were full. I was told by a couple that got there at 4:pm (sic) they start registration at 2:00 pm. Their car was parked with the spectator vehicles. It would be nice, If you made more spaces for show vehicles, safe from door dings. Plus a sign that said registration at your tent so new people know where to go. It was fun, great cars, great atmosphere, I will be back just much earlier next time.”

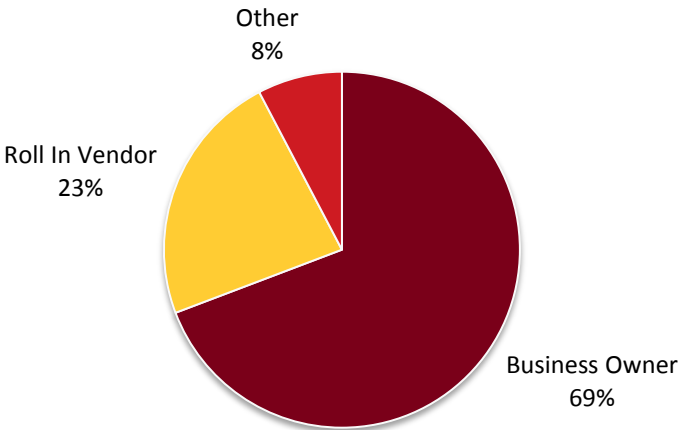
BUSINESS PERSPECTIVE

Understanding attendees’ reasons for participating in the Roll In was one goal of the project. A second goal was to measure its economic value. To measure economic value, the Roll In committee

also extended a survey invitation to the Main Street business community and to Roll In vendors. The survey closed with 13 responses. The survey asked businesses and vendors about their perception of the Roll In.

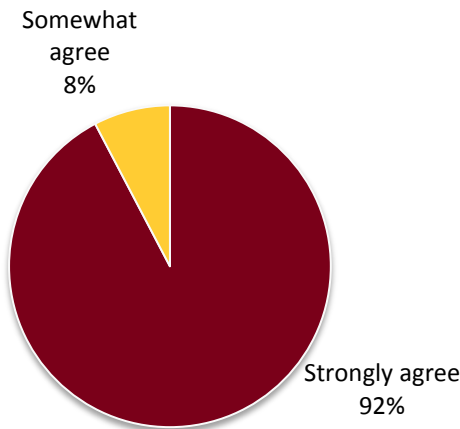
Of the respondents, slightly more than two-thirds (69 percent) were Henderson business owners (Chart 23). Just under a quarter of respondents (24 percent) were Roll In vendors. The “other” category includes businesses on Main Street that are not directly involved in the Roll In (e.g. Post Office).

Chart 23: Role of Respondent in Henderson Classic Car Roll In, n = 13



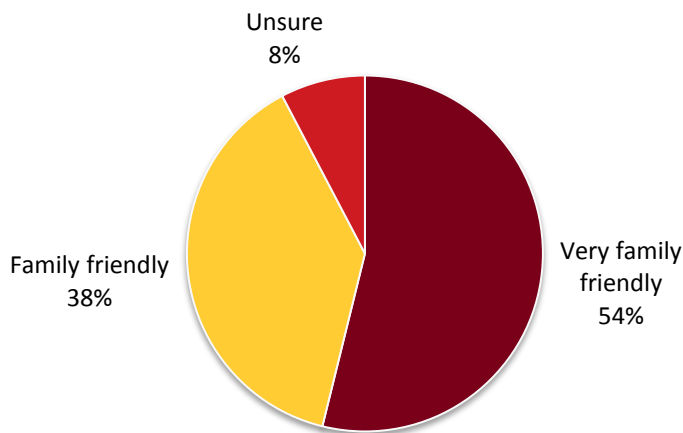
Henderson businesses and Roll In vendors were extremely supportive of the event. All respondents agreed the Roll In was a positive event for the city. Ninety-two percent strongly agreed with the statement (Chart 24).

Chart 24: Perception of the Henderson Classic Car Roll In as a Positive Event for the City, Business Owners and Vendors, n = 13



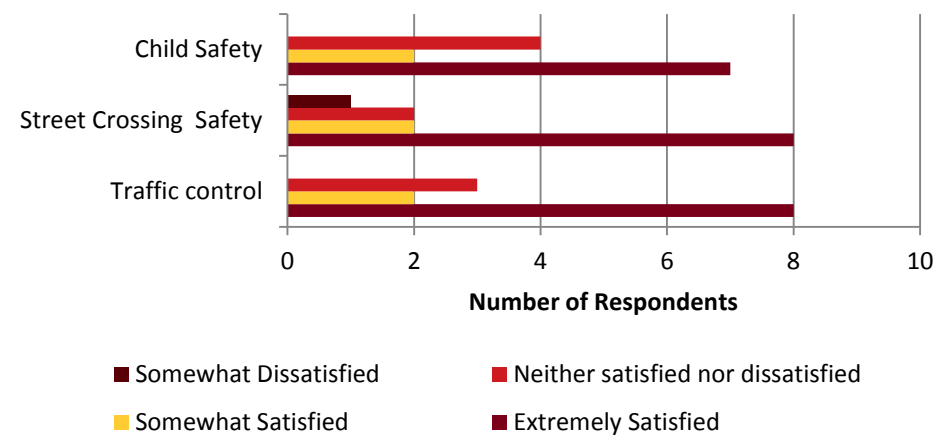
Business owners and vendors have similar perceptions of the event’s family friendliness. Slightly more than half find the Roll In very family friendly and slightly more than one third found it family friendly (Chart 25).

Chart 25: Family Friendliness of the Henderson Classic Car Roll In, Business Owners and Vendors, n = 13



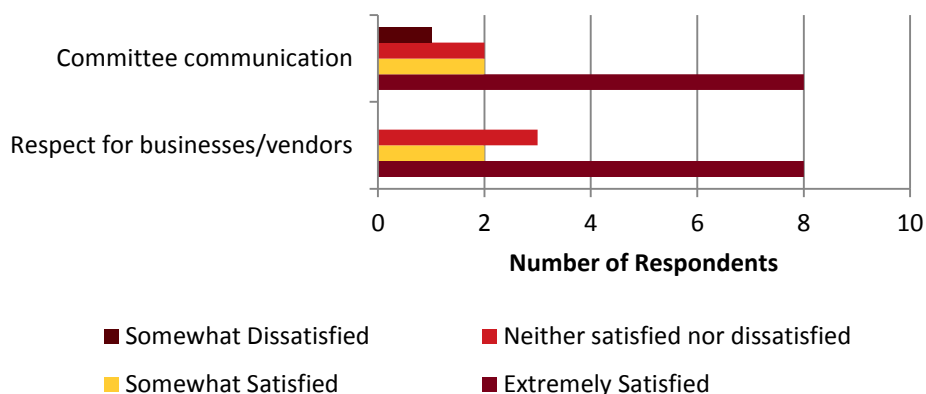
By and large, Henderson businesses and vendors were satisfied with safety and traffic control (Chart 26). Street crossing safety was the only category that received a “dissatisfied” rating from a respondent.

Chart 26: Henderson Business and Roll In Vendor Satisfaction with Safety and Traffic Control, n = 13



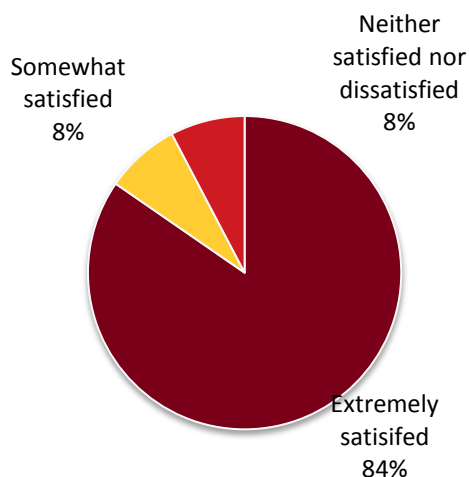
Henderson businesses and vendors were overall satisfied with respect for businesses and with Roll In committee communication (Chart 27). One respondent, however, did report being “somewhat dissatisfied” with communication from the Roll In committee.

Chart 27: Henderson Business and Roll In Vendor Satisfaction with Respect and Committee Communication, n = 13



Like Roll In attendees, Henderson businesses and Roll In vendors were primarily satisfied with the event. Ninety-two percent of respondents indicated being “extremely satisfied” or “somewhat satisfied” with the Roll In (Chart 28).

Chart 28: Henderson Business and Roll In Vendor Satisfaction with the Classic Car Roll In, n = 13



ECONOMIC VALUE

Measuring economic value can be done with two different methods. One method is to measure spending by Roll In attendees, which was accomplished in the first survey. A second method is to measure changes in business and vendor activity, which was accomplished by the second survey.

Critical to determining the economic value of the event is quantifying the number of people attending per week. There are no exact counts, but Roll In committee members estimate the total number of cars each week.

Survey data can supplement observations to determine total attendance. Attendance varied from a high on August 30 of over 400 cars to a low on June 14 with no attendees (Table 3). On June 14, strong storms, including multiple tornados, moved through south central Minnesota. The Roll In was, in a rare move, cancelled on that evening.

**Table 3: Henderson Classic Car Roll In
Weekly Car Estimates, 2016 Season**

Date	Number of Cars	Attendance Notes
17-May	275	
24-May	200	
31-May	75	Rainy
7-Jun	275	
14-Jun	0	Strong storms
21-Jun	1	Strong storms
28-Jun	300	
5-Jul	28	Strong storms
12-Jul	275	
19-Jul	150	
26-Jul	225	
2-Aug	100	Hot and humid
9-Aug	110	Hot and humid
16-Aug	140	Hot and humid
23-Aug	60	Rainy
30-Aug	425	
6-Sep	40	Rainy
13-Sep	275	
Estimated Total	2,954	

In 2016, Henderson Classic Car Roll In attendees spent an estimated \$121,500 in Henderson during the event (Table 4). Based on Roll In committee estimates, 2,950 cars visited Henderson during the 18-week event. Car owners account for 67 percent of all attendees (24 percent are spectators and 9 percent are motorcycle owners). Therefore, an estimated 4,400 travel parties attended the Roll In. The distinction of a travel party is important, as each car may contain more than one person. According to the survey, each travel party was comprised of 1.6 people. Thus, the estimated total number of Roll In attendees in 2016 was 7,000.

Table 4: Total Spending Generated in Henderson During the 2016 Classic Car Roll In Season, Estimates from Attendee Surveys

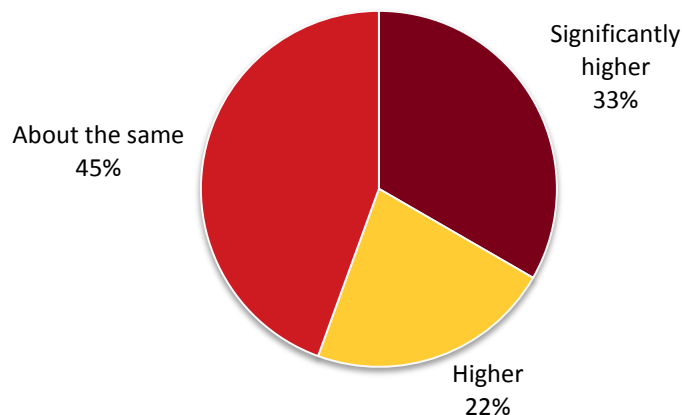
Calculation	Number	Source
Estimated Number of Cars	2,950	Roll In Committee Observations
Estimated Number of Parties	4,400	Survey, cars account for 67 percent of all parties
Total Number of Roll In Attendees	7,000	Survey, each party is 1.6 people
Estimated Total Spending, 2016	\$121,500	Survey, each person spends \$17.23
Estimated Potential Spending, 2016	\$167,700	Assumes 250 cars on nights with fewer than 100 cars due to weather events

Survey results indicate each person spent, on average, \$17.23 while attending the Roll In. This led to estimated spending during the 2016 Roll In season of \$121,500.

The Roll In is primarily an outdoor event and is weather-dependent. Many car owners are hesitant to drive their cars during stormy weather. The 2016 season had several evenings when the Roll In either had to close early or did not fully open due to poor weather, including a couple of evenings with tornado warnings. In 2016, the number of nights with low or no attendance was higher than in previous Roll In years. If attendance had been typical during those weeks, the Roll In would have generated \$167,700 in sales. This translates into a potential of approximately \$9,300 per week. This figure is meant as a benchmark for comparison. It seems reasonable that a few nights per Roll In season will have lower attendance.

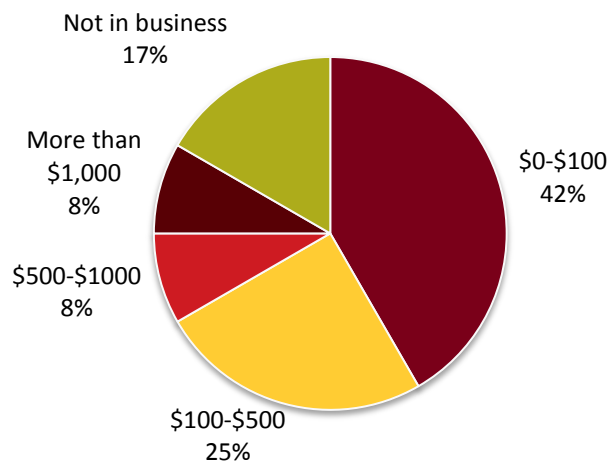
Henderson businesses and Roll In vendors further support these sales estimates. Fifty-five percent of the responding businesses and vendors indicated sales were higher on Roll In nights (Chart 29). Approximately one-third reported sales as significantly higher.

Chart 29: Henderson Business and Vendors Sales on Roll In Nights, n = 13



On average, each Henderson business and Roll In vendor reported sales of approximately \$275 per Roll In evening. Forty-two percent of businesses reported increased sales from \$0 to \$100 (Chart 30). A quarter reported sales of \$100-\$500, and one business reported sales of more than \$1,000 per event.

**Chart 30: Henderson Business and Roll In Vendor
Reported Increase in Sales on Roll In Nights, n = 13**



The survey of Henderson businesses and vendors reinforced the results from the Roll In attendee survey. Each business or vendor reported, on average, sales of \$275 per night during the Roll In season. Given the number of vendors and businesses open during the event, total sales are approximately \$6,600 per week. From the business and vendor survey, total estimated sales during the Roll In season was \$118,800 (Table 5). This total assumes that each evening had an average number of attendees. It should be recognized, however, that there may be weeks with low or no attendance due to weather in any year.

Table 5: Total Spending Generated in Henderson During the 2016 Classic Car Roll In Season, Estimates from the Business and Roll In Vendor Survey

Calculation	Number	Source
Number of businesses and vendors	24	Business and vendor lists from Roll In committee (includes businesses open during Roll In)
Estimated sales per Roll In evening	\$6,600	Survey, \$275 sales per business or vendor
Estimated sales during Roll In season	\$118,800	18 weeks of Roll In

The two surveys produced different but similar results. The attendee survey revealed expenditures of \$121,500 while the business and vendor survey indicated sales of \$118,800. Actual spending and sales was probably in the range of \$110,000 to \$130,000 for the season.

DISCUSSION

Survey results suggest several conclusions and considerations for future planning by the Roll In committee.

The Henderson Classic Car Roll In is successful, with a dedicated attendee base

Overall, both the Roll In attendee and the Henderson business and vendor surveys indicated a high level of satisfaction with the event. This satisfaction has fed the event's growth. Word of mouth is the most common way attendees heard of the event. The next three most common were posters, social media, and radio.

While word of mouth was clearly effective advertising for the event, the Roll In committee may want to consider its portfolio of advertising. Current marketing efforts have attracted an audience that tends to be older and male. Should the Roll In committee be interested in attracting younger attendees, or a higher percentage of females, alternative marketing options might be more effective. Activities to bring in families could also diversify the crowd. Creative ideas might include a Pine Wood Derby Roll-In.

Classic car owners are the target market, but spectators and motorcycle owners are critical, too

The Roll In obviously targets classic car owners. Survey responses, however, point to the importance of spectators and motorcycle owners in the event's success as well. Car owners comprise approximately two of every three attendees. One of every four attendees was a spectator there to enjoy the sights and sounds of Henderson.

This dynamic plays out in the reasons people attend and the aspects of the event attendees enjoy. Viewing cars was the most commonly selected reason for attending the event, with over 100 more selections than the next most common reason (showing off my vehicle). This result can affect planning for the Roll In. While the focus has been on accommodating the parking needs of the cars, the Roll In committee may want to consider that parking can affect the ability of spectators to enjoy the event. Finding a way to best showcase the cars to attendees may be of higher importance than finding space for every car. One suggestion might be to have parking categories based on the year or type of car to help attendees find vehicles that most interest them. This may also assist in reducing the amount of walking by spectators, as they may be able to find their cars of interest more quickly.

Attendees most commonly selected cars/vehicle as the aspect of the event they enjoyed the most. However, atmosphere was the second most commonly selected. Atmosphere includes a variety of factors, including the Historic Main Street, the crowds, and the business and vendor mix. Food and beverage was also important to attendees and warrants attention in Roll In planning.

The Roll In is instrumental in raising awareness of Henderson and its attractions

Many communities host festivals and events to promote awareness of their community. The Roll In appears to successfully increase awareness of Henderson and its attractions.

Three-quarters of all attendees have visited Henderson at a time other than during the Roll-In. This is critical, as people are finding purpose to visit the community.

The Roll In also drives awareness of other events, especially Sauerkraut Days. Sauerkraut Days is held in June and is heavily advertised during the Roll In. It appears advertising for the event is effective. Attendees were also fairly aware of the Sibley County Historical Society, Heritage Days, and

the Ney Nature Center. There may be room to increase awareness of the JR Brown River Center, camping facilities, and other recreational activities offered in the Henderson area.

The Roll In committee may wish to consider the ability it has to advertise. Are there other Henderson attractions and amenities that warrant a higher level of awareness and may bring in additional sponsorships and advertising dollars?

The Roll In adds to Henderson's economy

Evidence is fairly clear the Roll In contributes to Henderson's economy. Main Street businesses and Roll In vendors overwhelmingly believe the Roll In is a positive event for the community. The majority of businesses and vendors reported increased sales due to the event.

Roll In attendees reported spending money while in Henderson. In 2016, the Roll In helped generate \$121,500 of spending in Henderson. Total spending was down in 2016 due to several Roll In nights affected by weather. While more inclement weather affected Roll Ins in 2016 than in previous years, some amount of impact on the event due to weather should be anticipated and planned for by the committee.

Going forward, the Roll In might consider coordinating with local businesses to increase spending in Henderson. Are there additional activities or shopping opportunities during the Roll In that would be attractive to attendees and grow and develop the attendee mix?

Opportunities exist for minor improvements to the experience

With all events, there are opportunities for potential improvements. These are items and ideas the Roll In committee may wish to consider in future planning.

Vendor Experience: There appear to be some opportunities for improving the vendor experience, both from the attendee and the vendor perspective. In the question regarding the most enjoyable aspects of the Roll In, vendors only received about 30 selections, ranking third from the bottom (above the playground and door prizes). In the open-ended responses to "any suggestions for improving the Roll In," 13 respondents mentioned improvements to food and the need for additional food vendors (one of the most commonly mentioned items). In the business and vendor survey, one of the vendors commented about the need for additional advertising for vendors.

Additional vendors and stronger advertising might also increase the economic value of the event. Giving attendees more choices for spending may increase the amount spent. Further, increasing awareness of shopping opportunities could encourage attendees to spend more. The Roll In committee may wish to further discuss specific needs with vendors.

On average, each attendee is at the Roll In for three hours. This gives attendees plenty of opportunity to visit vendors and businesses. The Roll In committee might consider collaborating with businesses and vendors to have additional activities during the event.

Parking and Traffic Control: Not surprisingly, traffic control and parking were top concerns for attendees. Encouragingly, though, most attendees, businesses, and vendors find the event safe, including street crossing. However, 31 respondents mentioned parking or traffic control as areas for improving the Roll In. Thirteen cited the need for more parking (especially on Main Street), seven mentioned difficulties in navigating the crowd (especially for the handicapped and strollers), six mentioned a need for overall better traffic control, and five mentioned people crossing directly on the street as an issue.

The Roll In has been active in addressing parking and traffic control issues, budgeting additional funds in 2016 for these needs. The Roll In might be clearer in communicating about the sponsor

parking spots (making the purpose for reserving the spots more obvious). Additionally, the Roll In might also consider options to accommodate the handicapped and strollers.

Outdoor Seating and Bathrooms: Outdoor seating and bathrooms were also top concerns. Eight people mentioned the need for additional bathroom access and quality. Nine people requested additional picnic tables or seating, especially near food vendors. The Roll In committee may want to consider this need. Are there areas additional tables and chairs could be placed? Are there chairs and tables tucked away in less obvious places that could be used if signage is posted?

Henderson's Main Street has several benches. Maintaining them has been a priority for Henderson. Are there opportunities for additional benches?

Similar questions can be asked about bathrooms. Are additional portable bathrooms needed? Are there signs for current facilities? Are there public sinks near bathrooms for hand washing? Do businesses feel comfortable with the current traffic in bathrooms?

Event Marketing and Increased Attendance: The Roll In grew exponentially in its first few years of existence. There is perhaps evidence, however, that the number of new attendees may be declining, especially in the last two or three years. Many factors, not related to a decrease in the event's interest, may be playing into these results. However, it is a trend the Roll In committee likely wants to monitor. A strong base of dedicated fans and repeat visits is important, but so is attracting new attendees.

The Roll In committee may want to have discussions about future growth. The event is currently successful. Does the committee want to see additional growth? Is there room for more car owners and spectators at the event? Does the committee want to maintain current attendance? Is there an interest in diversifying the attendee mix?

A strategy for continued growth might look quite different from a strategy for maintaining current levels of attendance. A growth strategy might focus on attracting more car owners through additional advertising and marketing efforts. A maintenance strategy, on the other hand, might focus on diversification of attendees.

Continued Investment in Main Street: The Historic Main Street and atmosphere were both highly valued by Roll In attendees. Going forward, this may be a strong argument for continued investments by the city and by businesses on Main Street.

APPENDIX: QUESTIONNAIRES

Henderson Classic Car Roll In Attendee Questionnaire

Are you 18 years or older?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To End of Survey

Are you a car owner, motorcycle rider, or spectator?

- ☐ Car Owner (1)
- ☐ Motorcycle rider (2)
- ☐ Spectator (3)

How many years (NOT including 2016) have you attended the Roll-In?

When did you last attend the Henderson Classic Car Roll-In?

- ☐ 2015 (1)
- ☐ 2012 (2)
- ☐ 2014 (3)
- ☐ 2011 (4)
- ☐ 2013 (5)
- ☐ 2010 or earlier (6)

For how many hours did you stay at the Roll-In when you last attended it?

Have you visited Henderson when there is no Roll-In?

- ☐ Yes (1)
- ☐ No (2)

Where did you hear about the Henderson Classic Car Roll-In? (Check all that apply)

- ☐ Word of Mouth (1)
- ☐ MSRA Linechaser (2)
- ☐ Poster/Flyer (3)
- ☐ Radio (4)
- ☐ Roll-In website (5)
- ☐ Instagram (6)
- ☐ Facebook (7)
- ☐ Twitter (8)
- ☐ Newspaper (which ones)? (9) _____
- ☐ Other (Please specify): (10) _____

What are TWO primary reasons that you came to the Henderson Roll-In? (Check TWO)

- ☐ Show off my vehicle (1)
- ☐ Recommended by family/friends (2)
- ☐ View cars (3)
- ☐ Meet other car enthusiasts (4)
- ☐ Affordable/no entry fee (5)
- ☐ Historic Main Street (6)
- ☐ Other (Please specify): (7) _____

Overall, how satisfied are you with the Henderson Classic Car Roll-In?

- ☐ Very satisfied (1)
- ☐ Satisfied (2)
- ☐ Unsure (3)
- ☐ Dissatisfied (4)
- ☐ Very Dissatisfied (5)

What do you enjoy the most about the Roll-In? (Check TWO)

- ☐ Cars/Vehicles (1)
- ☐ Original autos (2)
- ☐ Music (3)
- ☐ Playground (4)
- ☐ Food and Beverages (5)
- ☐ People watching (6)
- ☐ Visiting with other car enthusiasts (7)
- ☐ Vendors (8)
- ☐ Door prizes (9)
- ☐ Atmosphere (10)
- ☐ Other (Please specify): (11) _____

How family-friendly is the Roll-In?

- ☐ Very family friendly (1)
- ☐ Family friendly (2)
- ☐ Unsure (3)
- ☐ Family unfriendly (4)
- ☐ Very family unfriendly (5)

What are your favorite types of vehicles at the Roll-In?(Check TWO)

- ☐ Hot rods (1)
- ☐ Customs (2)
- ☐ Pre-1960s (3)
- ☐ Muscle cars (4)
- ☐ Sports cars (5)
- ☐ Other (Please specify): (6) _____



How satisfied are you with the music?

- ☐ Very Satisfied (1)
- ☐ Satisfied (2)
- ☐ Unsure (3)
- ☐ Dissatisfied (4)
- ☐ Very Dissatisfied (5)

Would you like to hear live music?

- ☐ No (1)
- ☐ Yes (2)

If No Is Selected, Then Skip To End of Block

What kind of live music would you like to hear?

- ☐ Rock & Roll (1)
- ☐ Blues (2)
- ☐ Country & Western (3)
- ☐ Big Band (4)
- ☐ Old Time (5)

How much did your group (or, you, if you travel alone) spend in Henderson during you time at the Roll-In?

- ☐ Fuel (1) _____
- ☐ Art (2) _____
- ☐ Merchandise (3) _____
- ☐ Lodging (4) _____
- ☐ Food and beverages (5) _____
- ☐ Other (6) _____
- ☐ Transportation (other than fuel) (7) _____

How many people (including you) are included in your spending estimate?

How far did you travel to the Roll-In?

- ☐ 0-20 miles (1)
- ☐ 21-40 miles (2)
- ☐ 41-60 miles (3)
- ☐ 61 or more miles (4)

Do you feel safe in terms of:

	Very Safe (1)	Safe (2)	Unsure (3)	Unsafe (4)	Very Unsafe (5)
Traffic Control (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Crossing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children safety (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you aware of:

	Yes (1)	No (2)
Ney Nature Center (1)	<input type="radio"/>	<input type="radio"/>
Sibley Historical Society (2)	<input type="radio"/>	<input type="radio"/>
JR Brown Center (3)	<input type="radio"/>	<input type="radio"/>
Sauerkraut Days (4)	<input type="radio"/>	<input type="radio"/>
Hummingbird Hurrah (5)	<input type="radio"/>	<input type="radio"/>
Heritage Days (6)	<input type="radio"/>	<input type="radio"/>
Camping facilities in Henderson area (7)	<input type="radio"/>	<input type="radio"/>

Do you have any suggestions for improving the Roll-In?

Finally, a few questions about you.

What is your zip code?

In what year were you born?

What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Do not wish to answer (3)

What is your combined annual household income (before taxes)?

- ☐ Less than \$25,000 (1)
- ☐ \$25,000-\$49,999 (2)
- ☐ \$50,000 - \$99,999 (3)
- ☐ \$100,000 - 149,999 (4)
- ☐ \$150,000 or more (5)



Henderson Classic Car Roll In Business and Vendor Questionnaire

Are you the owner or manager of a Henderson business or are you a Roll-In vendor?

- ☐ Business Owner/Manager (1)
- ☐ Vendor (2)
- ☐ Other (please specify) (3) _____

If you are a Henderson business, are you located on Main Street?

- ☐ Yes (1)
- ☐ No (2)
- ☐ I am not a Henderson business (3)

The Henderson Classic Car Roll-In is a positive event for Henderson.

- ☐ Strongly agree (1)
- ☐ Somewhat agree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat disagree (4)
- ☐ Strongly disagree (5)

How family friendly is the Roll-In?

- ☐ Very family friendly (1)
- ☐ Family friendly (2)
- ☐ Unsure (3)
- ☐ Family unfriendly (4)
- ☐ Very family unfriendly (5)

Are you satisfied with.....

	Extremely satisfied (1)	Somewhat satisfied (2)	Neither satisfied nor dissatisfied (3)	Somewhat dissatisfied (4)	Extremely dissatisfied (5)
Traffic control (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street crossing safety (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child safety (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respect for businesses and vendors (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roll-In committee communication with businesses and vendors (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In 2015, what were your estimated total revenues on Roll-In evenings? Remember, your results are anonymous and confidential. Only Extension has access to individual answers and we cannot tie answers to a specific business or vendor.

- ☐ \$0-\$100 per night (1)
- ☐ \$100-500 per night (2)
- ☐ \$500-\$1,000 per night (3)
- ☐ More than \$1,000 per night (4)
- ☐ I was not in business or was not a vendor in 2015 (5)

Business Owners Only: On Roll-In evenings, are sales at your business.....as compared with other nights?

- ☐ Significantly higher (1)
- ☐ Higher (2)
- ☐ About the same (3)
- ☐ Lower (4)
- ☐ Significantly lower (5)

Overall, how satisfied are you with the Roll-In?

- ☐ Extremely satisfied (1)
- ☐ Somewhat satisfied (2)
- ☐ Neither satisfied nor dissatisfied (3)
- ☐ Somewhat dissatisfied (4)
- ☐ Extremely dissatisfied (5)

Do you have any suggestions for improving the Roll-In?